



**Euromonitor
International**

Sports Drinks in Georgia

December 2025

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2025 DEVELOPMENTS

Sports drinks remains small, yet evolving category

INDUSTRY PERFORMANCE

Low consumer awareness and stiff competition hinder widespread adoption

Regular sports drinks dominate sales

WHAT'S NEXT?

Rising levels of health awareness to drive growth

Expected entry of new players

Price sensitivity could constrain growth

COMPETITIVE LANDSCAPE

Sports drinks remains relatively consolidated, with Oshee leading sales

Smaller players show most dynamic performance

CHANNELS

Supermarkets remains key channel for sports drinks

Convenience stores leads growth

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EXECUTIVE SUMMARY

Convenience, affordability, and health drive sales

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INDUSTRY PERFORMANCE

Continued growth for soft drinks

Gradual shift towards healthier choices

Consumers prioritise affordability amid mounting cost-of-living pressures

WHAT'S NEXT

Forecast steady growth despite price increases

Convenience will be key innovation driver

Further expansion of modern grocery retail will increase competitive pressures

COMPETITIVE LANDSCAPE

Coca-Cola strengthens leadership through marketing and chiller cabinet expansion

Caffeine-focused brands see strong performance

Growing presence of parallel imports

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E-commerce registers rapid growth

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